

Message Text

UNCLASSIFIED

PAGE 01 CAPE T 00402 091506Z

70

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
----- 129106

R 091325Z APR 76
FM AMCONSUL CAPE TOWN
TO USDOC WASHDC
INFO AMCONSUL JOHANNESBURG
AMEMBASSY PRETORIA
AMCONSUL DURBAN
SECSTATE WASHDC 5089

UNCLAS CAPE TOWN 0402

E.O.11652:N/A
TAGS: BEXP, SF
SUBJ: COMMERCIAL PROGRAM: U.S.HEALTH CARE PRODUCTS
CATALOG SHOW: FINAL SHOW REPORT-CAPE TOWN

REF: A. DEPARTMENT'S A-9166, SEPTEMBER 9,1972.

B. JOHANNESBURG 461

FOLLOWING ARE KEYED TO PARA.G.SUB-PARA. A (PAGE 5) OF REF A:

1. U.S. HEALTH CARE PRODUCTS CATALOG SHOW
2. CAPE TOWN APRIL 5-7 1976
3. 181 U.S.COMPANIES
4. 87 REGISTERED BUSINESS/TRADE VISITORS
5. 44 TRADE INQUIRIES
6. 33 U.S.COMPANIES RECEIVED TRADE ENQUIRIES.

COMMENT- PERFORMANCE OF INDUSTRY REPRESENTATIVE A.L.CASSAK
WAS OUTSTANDING. HIS WIDE KNOWLEDGE OF U.S.INDUSTRY AND
UNSTINTING EFFORTS TO ANSWER QUESTIONS FROM ALL COMERS REPRESENTED
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A MAJOR CONTRIBUTION AND DREW FAVORABLE COMMENT FROM A NUMBER

OF THOS WHO ATTENDED EXHIBIT. USIS ADVISE AND COOPERATION
ON DESIGN AND LAYOUT AND PUBLICITY 3-4 COLUMN PHOTOGRAPHS IN
BOTH MORNING AND AFTERNOON PAPERS RESULTED IN ADDITIONAL SPATE
OF VISITORS ON LAST DAY AND SEVERAL TELEPHONE INQUIRIES.
CATALOGS WILL CONTINUE ON DISPLAY IN COMMERCIAL LIBRARY AND
MAY WELL DRAW ADDITIONAL TRADE LEADS.

GOOD CROSS-SECTION OF INDUSTRY ATTENDED, INCLUDING PROVINCIAL
HOSPITAL SERVICES ADMINISTRATORS, HOSPITAL SUPERINTENDENTS AND
PERSONNEL AND LEADING DISTRIBUTORS, MANUFACTURERS AND PROFESSIONALS
INCLUDING MEMBER OF WORLD-REOWNED HEART TRANSPLANT TEAM FROM
GROOTE SCHUUR HOSPITAL HEADED BY DR. CHRISTIAN BARNARD. INTEREST
WAS SHOWN ACROSS ENTIRE RANGE OF PRODUCTS WITH ORTHOPAEDIC
APPLIANCES AND PATIENT AID PRODUCTS DRAWING NUMEROUS ENQUIRIES.

GAMON

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NNN

Message Attributes

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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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